

WHITE PAPER

Who are Brand Ambassadors?

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Brand Ambassadors are innovative professionals in the experiential marketing realm. They are skilled experts at getting inside the minds of your targeted audiences and creating an infectious grassroots buzz that generates powerful word-of-mouth advertising. Multiple techniques of street psychology are employed to forge profound mental shifts in your consumer base. The result is a massive decrease in the time necessary to brand your particular product or service.

Brand Ambassadors are custom-selected for the product or service that is to be promoted. These experiential marketers are trend-setters and influencers. They are magnetic and people flock to them; they actually *want* to be exposed to your messages and/or product! They delve into the very fabric of your chosen demographic and develop instantaneous, unshakable customer relationships.

In addition, brand ambassadors:

- Instill trust and acceptance into the minds of your targets with regards to your brand message, service and product
- Deliver real-time results thus immediately impacting your ROI
- Significantly decrease branding time for your messages and/or products
- Generate buzz and word-of-mouth marketing
- Get people talking about your brand message, service and product

Brand ambassadors engage multi-channeled, dual-focused, synergistic tactics to various Experiential Marketing strategies. The strategic use of experienced Brand Ambassadors provides amazingly efficient medium for powerful advertising victory. They tap into the fabric of society and get your products/messages noticed in a big way.

ABOUT BELOVED EXPERIENTIAL:

Beloved Experiential connects brands and consumers together on a personal level through a strategic combination of technical innovation, experienced brand ambassadors and lasting relationships. Throughout North America, our brand ambassadors engage consumers by leveraging various multi-sensory tactics and ultimately, compel them to share their positive experiences with their friends. Our program executions influence influencers and encourage true brand evangelism but in real-time and online.

For more information about Beoved Experiential, go to www.belovedxp.com.